

THE REFRESH BUTTON

Today's health & productivity essential to appreciate people:

- **financial savings**
- **productivity increases**
- **health gains**
- **wellness ROI**

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Producing healthier people by best world practices

Which would you choose?

1. **Reclaim 50% of lost time costs**
2. **Cut absenteeism by half**
3. **Increase productivity by three weeks per employee**
4. **Prevent 60% - 90% of doctor visits**
5. **All of the above**

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The New Executive Competency

How to:

transform physiology into financial savings

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Employers' Two Healthcare Needs

1. **Healthy people to work**
2. **Lower total illness costs**
   a. **to operate profitably**
   b. **to compete globally**

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People's Two Healthcare Needs

1. **Healthy to work & live**
2. **Lower total illness costs**
   a. **financial security**

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Facing Fiduciary Reality

These two main needs:

1. **are not met**
2. **will NEVER be met**

by the current healthcare system

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The Reason

Nobody is

producing health

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The Reality

Medical practice
treats pathology:

• symptoms • illness • disease

It does NOT produce health

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The Reality

Human Resources manages illness costs

It does NOT produce health

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The Reality

Health Insurance
only pays medical services

It neither guarantees nor "insures" health

It does NOT produce health

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Proof: CFO Report

Health plan cost control "has little success on costs, productivity, health or absenteeism."

The Business Value of Health, 2006 survey

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What CFOs Report

Lost work time
from poor health
has meaningful impact
on business performance

The Business Value of Health, 2006 survey

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Nobody is Producing Health

What can you do?

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The Proactive Solution

Produce health!

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The Proactive Solution

Healthy People

- work better
- focus better
- produce better
- cost less

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The Proactive Solution

How do we produce health!?!

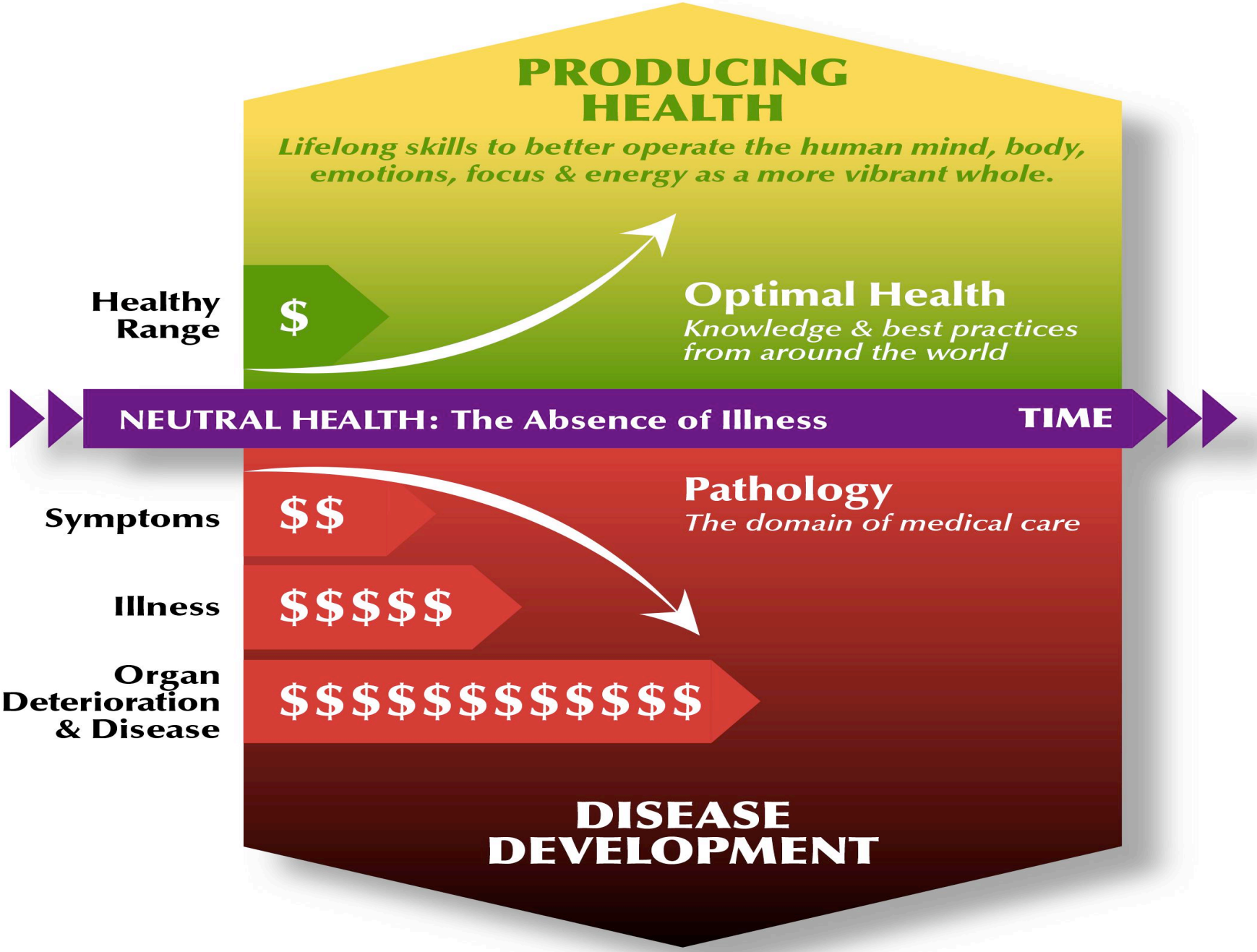
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The Proactive Solution

Knowledge has Advanced!

You can now produce optimal healthy people with lifelong skills!

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PRODUCING HEALTH
Lifelong skills to better operate the human mind, body, emotions, focus & energy as a more vibrant whole.
Healthy Range
$
Optimal Health
Knowledge & best practices from around the world
NEUTRAL HEALTH: The Absence of Illness
TIME
Pathology
The domain of medical care
Symptoms
$$
Illness
$$$$$
Organ Deterioration & Disease
$$$$$$$$$$$$$
DISEASE DEVELOPMENT

Where to Start

transform physiology
into
financial savings

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THE Opportunity

A single PREVENTABLE chain reaction of stress damage causes:

- **60% - 90% of doctor visits**

  Harvard Business Review, 72(6)12

- **50% of absenteeism**

  NIOSH, European Agency for Safety & Health, study of USA workers

- **50% of lost time costs**

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The Physiology

STRESS DAMAGE
High Cost Chain Reaction

- **cardiovascular** stress path – high blood pressure, plaque formation, heart attacks, strokes
- **metabolic** stress path – insulin resistance, diabetes, obesity
- **immune** stress path – infections, flu, auto-immune problems, type 1 diabetes, cancers
- **psychological** stress path – depression, anxiety, distraction, insomnia

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The Refresh Button

Today's Essential Health & Productivity Tools

✔stop stress damage ✔increase productivity ✔reclaim lost time costs ✔produce healthier people

STRESS FACTS

DID YOU KNOW:

60% - 90% of all primary care doctor visits are stress-related

Harvard Business Review

50% of absenteeism is stress-related

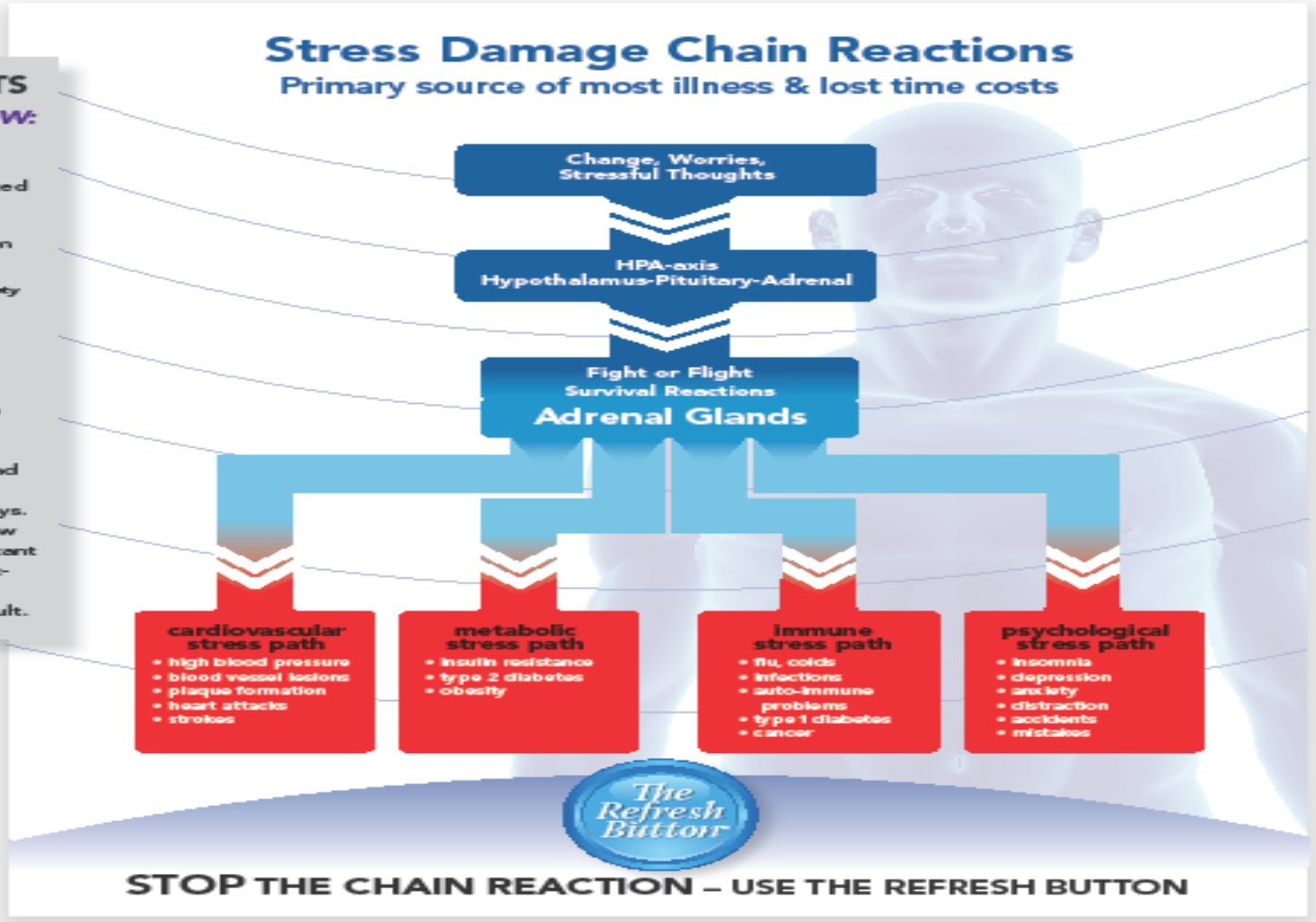
European Agency for Safety & Health (USA workers)

HOW?

Stressful thoughts trigger hundreds of stress damage chain reactions daily, progressively causing symptoms, illness and disease along four major stress pathways. Stress damage is now preventable. Significant health gains, productivity increases and financial savings result.

Stress Damage Chain Reactions

Primary source of most illness & lost time costs



STOP THE CHAIN REACTION – USE THE REFRESH BUTTON

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The Danger

STRESS DAMAGE & COSTS

Worsen exponentially from:

1. symptoms $$$
2. illness $$$$$$$
3. disease $$$$$$$$$$$$$$$$

The Urgency

Stress Damage is Unpredictable

Nobody knows which tiny stress reaction of:

1. **Higher blood pressure = strokes, heart disease**
2. **Adrenal secretion = diabetes and obesity**
3. **Distraction or overwhelm = accidents or mistakes**
4. **Nervousness = insomnia, panic attacks, anxiety**
5. **Immune suppression = cold, flu, infection, cancer**
6. **Immune activation = allergies, auto-immune, juvenile diabetes**

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The Facts

- ***Stress is here to stay***
- ***Stress is worse than ever***

STRESS DAMAGE

is the single biggest cost to your health and productivity

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The Goal

- Stop the chain reaction fast
- Eliminate stress damage
- Prevent illness & costs
- Achieve real savings
- Enjoy productivity gains

But how!?!

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The Solution

Introducing:

THE REFRESH BUTTON

A major innovation for health & productivity!

How to stay healthy, focused and positive in times of change and challenge!

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The Solution

Install

THE REFRESH BUTTON

- Rapidly reset 4 body systems to optimal health and dynamic, focused calm all day
- Energize and recharge - quickly
- Gain vibrant awareness for top performance – on and off the job

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The Solution

THE REFRESH BUTTON tm

Produce optimal health & top performance

1 TRUE CALM

dynamic, focused calm all day

2 GENIUS FOCUS

solutions, innovation & optimal mind health

3 ENERGY HEALTH

vibrant awareness & immune strength

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The Solution

Install

THE REFRESH BUTTON™

TRUE CALM - dynamic, focused calm all day

- **Stop stress damage chain reactions in seconds**
- **Enjoy mental clarity with presence of mind**
- **Relaxed readiness of muscles with flexible joints**
- **Rapidly reset 4 body systems to optimal health**
- **Dissolve stress symptoms with skills not pills**

No stress to "manage"

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The Solution

Install

THE REFRESH BUTTON tm

GENIUS FOCUS

solutions, innovation, optimal mind health

- **Accelerate goal-achievement & streamline meetings**
- **Turn challenges into triumphs**
- **Enhance teamwork and cultivate cooperation**
- **Dissolve illness-producing mental patterns & worry**
- **Communicate positively with others and yourself**

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The Solution

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ENERGY HEALTH

vibrant awareness, immune strength

- **Energize, recharge & enjoy greater life energy**
- **Boost immune strength and prevent flu, colds**
- **Gain the perceptual benefits of a vital life force**
- **Protect adrenal gland health**
- **Strengthen your energy field**

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The Solution

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THE REFRESH BUTTON

- **Appreciate Your Human Capital**
- **Improve Your Operations**
- **Grow Your Bottom Line**
- **Cut Your Costs**

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The Savings

Translate into Finance

1. Reclaim 50% of lost time costs
2. Cut absenteeism by half
3. Increase productivity by three weeks per employee

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The Refresh Button

Your Health & Productivity Key

✓ **Focus** ✓ **Energy** ✓ **Solutions**

- Produce optimal health
- Sustain top performance
- Eliminate (not "manage") stress damage
- Prevent half of absenteeism & illness
- Reclaim 50% of your lost time costs
- Increase productivity 3 weeks/ employee

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Your Refresh Button

Call to install:

(206) 588-3365

Email us at:
info@GlobalOptimalHealthGroup.com

Produce healthy people!

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Testimonials for The Solution

"Streamlined, rapid results, totally effective"

Tamela Thomas, Wellness Manager, Washington Athletic Club

"Swift, effective and simple techniques that anyone can use anytime"

Paul J. Rosch, MD, President, American Institute of Stress;
Professor of Medicine & Psychiatry New York Medical College

"This small investment has long-term benefits & payback. I encourage others to invest in this."

Lieutenant Gerald Alexander, Port of Seattle Police Department

"Staff response was extraordinarily positive."

Catherine Tracy, Chief Deputy, LA County Dept. of Children's Services

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Testimonials for The Solution

"Robert Siegel's approach is the only tangible stress tools that successfully worked in my personal life."

Kevin Wiser, President, Pritikin Longevity Center

"It is rare to find such a wonderful learning experience in today's world."

A.K. Zebdi, Software Engineering Consultant, Insightful Corp.

"If you're not satisfied with your health, this program is for you. Try it. It works."

Elmer E. Green, Ph.D., Formerly Founder & Director Emeritus, Menninger Clinic, Center for Applied Psychophysiology

"I recommend his program highly."

Toshihito Hasegawa, MD, M.P.H., Co-Founder: Japanese Association of Stress Research

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